



# Human Resources

DATE POSTED: September 5, 2008

REQ. # 08-047

**NOTICE OF JOB OPENING  
ST. LUCIE COUNTY BOARD OF COUNTY COMMISSIONERS  
EQUAL OPPORTUNITY EMPLOYER**

2300 Virginia Avenue Fort Pierce, FL 34982 – 5652

Telephone (772) 462-1546 Jobline (772) 462-1967

<http://co.st-lucie.fl.us>

This position must be posted for at least five (5) working days from **09-05-2008 TO 09-11-2008**, but will remain open until filled.

DEPARTMENT/DIVISION
ADMINISTRATION
POSITION AVAILABLE
TOURISM DEVELOPMENT MANAGER
# OF OPENINGS
1
STARTING SALARY
\$44,883.71 - \$68,759.90
COMMENTS
VETERANS PREFERENCE
It is the policy of St. Lucie County to give preference to eligible veterans and spouses of veterans in appointment and retention in county employment positions in accordance with Chapter 295, Florida Statutes, and Chapter 22VP-1, Florida Administrative Code. Copies of Chapter 295 and Chapter 22VP-1 are available for review in the Human Resources Department.

**JOB CODE: 944**

**PAY GRADE: 22**

**SALARY: \$44,883.71 - \$68,759.90** (Funded by Tourism Development Council)

**JOB TITLE: Tourism Development Manager**

**MAJOR FUNCTION:** This position oversees the development, planning and implementation of all aspects of communication and collateral material to generate tourism, conference, convention and leisure business in coordination with County and Tourism Development Council (TDC) goals and objectives. This position will be the main contact between travel writers and other media representatives. General responsibilities include developing public relations strategy, managing the County's Billboard program and managing all tourism aspects of publicity in accordance with County and TDC goals and objectives, assist in developing and maintaining the tourism budget, assist in developing County and community advocacy and support, attend various trade shows and membership events, maintain communication and effective relationships with the media, public officials, local hospitality industry and the general public. Conduct market research to maintain branding strategy, develop and maintain statistical data and reports, work closely with journalists, film crews, national and international media and assist the organization with various projects and special assignments as needed.

**KNOWLEDGE, ABILITIES, AND SKILLS NEEDED IN ORDER TO PERFORM**

**THE ESSENTIAL JOB FUNCTIONS:** Knowledge: Current trends in tourism marketing and promotion, local hotel's management, travel and advertising agencies, target individuals, markets and organizations and industry publications. Maintain an ongoing assessment of the County's tourism strengths and weaknesses. Ability to establish and maintain effective working relationships with the media, public officials, local hospitality industry and the general public.

**ESSENTIAL JOB FUNCTION:** Acts as a liaison between the Tourist Development Council (TDC) and the Board of County Commissioners. Coordinates with the TDC and advertising agency in development of a marketing strategy. Acts as a liaison with the local hotel and hospitality businesses. Coordinates trade and industry FAM trips in the County. Prepares media releases on tourism activity in the County. Assist in the preparation of the annual budget and monitor budget revenues and expenditures. Approves tourism invoices for payment. Develops and maintains reports that monitor and tract tourist attendance in the County. Attends trade shows within the continental United States as approved by the County and TDC to promote tourism in the County. Assists with the Sports Commission, tour operators, travel agents and meeting planners. Performs other duties as assigned or as may be necessary.

**ESSENTIAL PHYSICAL SKILLS:** The work environment for this position is generally an office setting with some field work. Duties performed outside the office may require prolonged standing or walking. Ability to occasionally lift 30 pounds.

**WORK HAZARDS:** Possible vision dysfunction due to heavy computer work.

**EDUCATION:** Graduation from an accredited college or university with a Bachelor's Degree in Marketing, Public Relations, Journalism, Social Sciences or a closely related field.

**EXPERIENCE:** Minimum 4 years experience in tourism, media relations, destination tourism development or journalism. Public Relations experience should include work in both domestic and international markets. Candidate must have strong current media contacts. Equivalent amount of experience which provides the necessary knowledge, skills, and abilities may be substituted for educational requirements.

**LICENSE, CERTIFICATION OR REGISTRATION:** Valid Florida driver's license and good driving record.

Union	Non-Union ✓	Exempt ✓	Non-Exempt
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